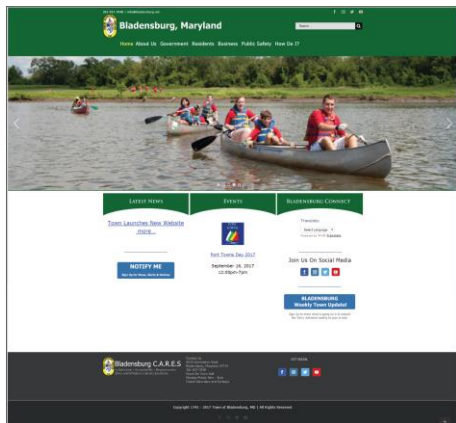


Town Administrators November 2017 Monthly Report



Town of Bladensburg
November 2017
Prepared by Debi Sandlin, Town Administrator

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EXECUTIVE SUMMARY

Dear Mayor and Council,

Over the past several months, we have been working in partnership with the Town of Edmonston, Colmar Manor and Cottage City to plan and coordinate the Annual Port Towns Legislative event. For this year's event the Planning Committee decided to restructure the legislative dinner from a presentation style to a Roundtable Discussion format. Former Mayor Walter James recommended having an event where participants could participate in Roundtable discussions with County and State agencies on issues and matter impacting their communities. The Committee identified five (5) topics of interest to focus on for the event.

Roundtable #1: Highway Improvements to include the intersection at the Peace Cross and continue higher priority of funding for analysis of pedestrian friendly highways in the Port Town communities. Support for the proposed funding and construction of safety infrastructure along the Anacostia Tributary Trail.

Roundtable #2: Increase the Planning and Zoning authority for the Port Town's communities in Prince George's County.

Roundtable #3: Increase the funding for the Maryland Energy Administration's Weatherization program to benefit low to moderate income residents of the Port Towns through increased grant funding opportunities for the installation of energy conservation materials; and to explore the possibility of grant funding to assist with identifying solutions for homelessness.

Roundtable #4: Municipal Broadband (a PGCMA Legislative Priority). Explore and provide Wi-Fi accessibility for all residents in the Port Towns area.

Roundtable #5: Non-profit Discussion – To provide an opportunity for our non-profit partners to have a discussion with County and State agency representatives, and legislators on issues impacting their organizations.

Facilitators included, David Harrington, CEO of the Prince William Chamber of Commerce and former Mayor for the Town of Bladensburg; Walter James, former Mayor for the Town of Bladensburg; Dr. Bottoms, Principle of Roger Height's Elementary School, Colmar Manor Mayor, Sadara Borrow; and Celeste Cunningham, a nonprofit consultant.

The Theme for this year's Legislative Event was "Municipal Economic Empowerment". The event was held on November 2, 2017 at Colmar Manor's Town Hall. The Legislative Event ended with a discussion on "Who We Are Today" led by the Town of Edmonston's Mayor, Tracy Gant

As always, the Town staff and I will continue to make every effort to increase efficiencies in Town services as we serve the citizens of Bladensburg. On behalf of the Town staff, I hope you find this report to be an informative tool that assists you, the policy makers, in better serving the Town of Bladensburg, and provides transparency and useful information to the citizens and businesses of the community. I look forward to hearing any feedback you may have. Please feel free to contact me with any questions, comments, and/or suggestions regarding this report.

UNIVERSITY OF MARYLAND TOWN & CITY MANAGER FORUM

I participated in a Town/City Manager Forum coordinated through the University of Maryland's Department of Government and Politics. The purpose of the forum was to start a conversation on how to increase and encourage student's involvement in local government; and to enhance their knowledge of opportunities available to them in local politics. The Forum was comprised of Town/City Managers from Prince George's County and focused on ways to educate and share experiences as Managers on what is involved in managing a local government agency and to identify new ways to highlight the significance of involvement in local government.



PEACE CROSS SPECIAL TOWN COUNCIL MEETING

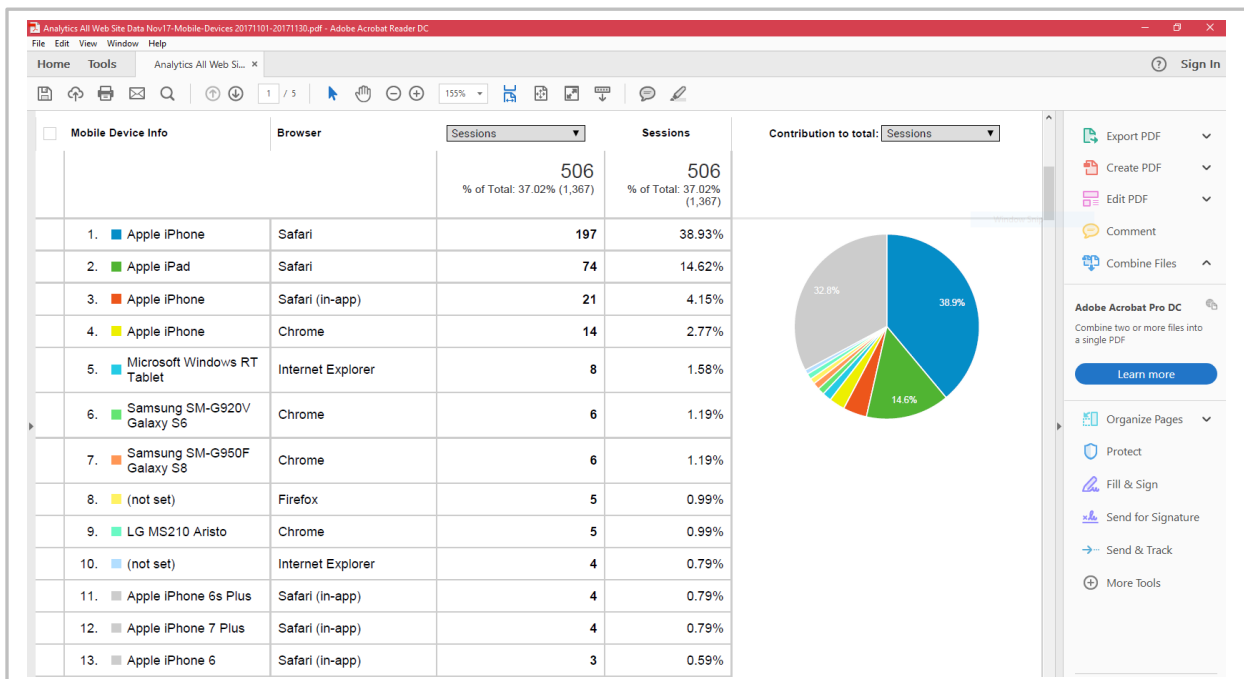
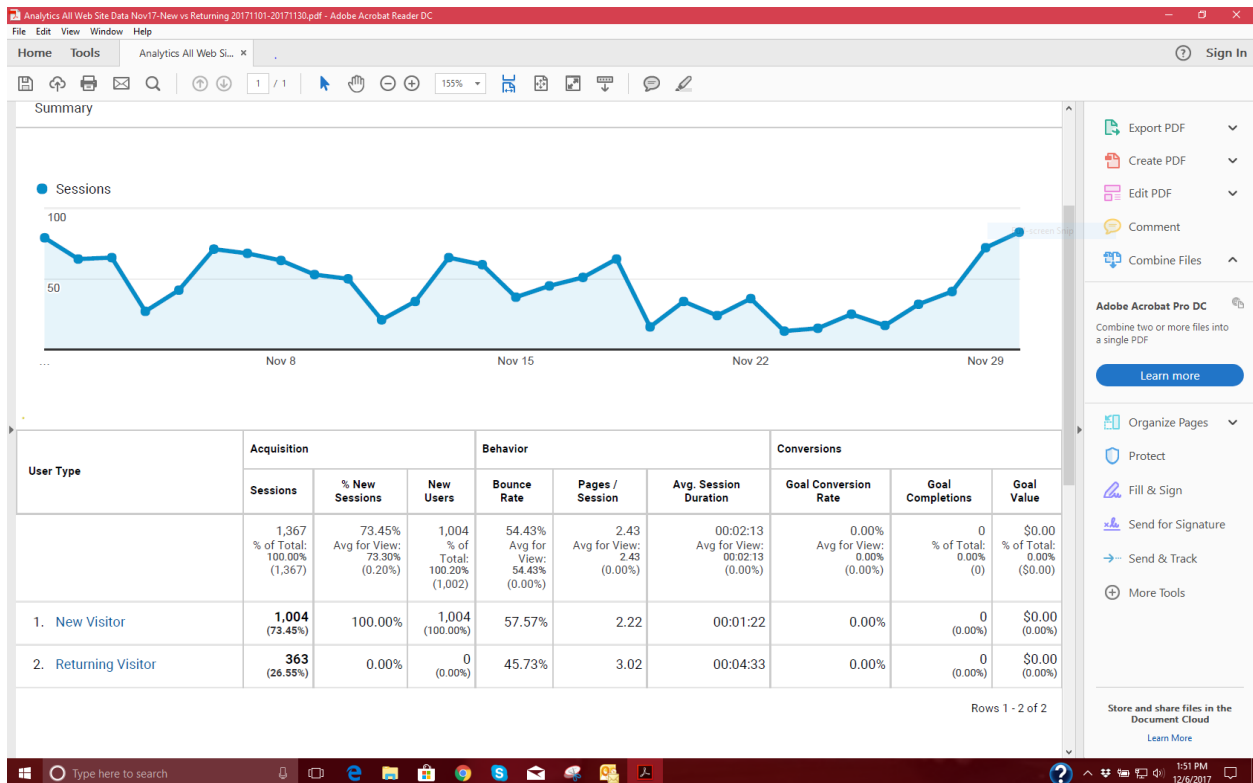


Due to the concerns of the community over the recent decision by the 4th Circuit Court of Appeals that the Peace Cross was unconstitutional, a Special Town Council Meeting was held on Thursday, November 9, 2017 to hear the concerns of the community. In the Courts ruling they deemed the Peace Cross to be unconstitutional. Their ruling was based on the location of the Peace Cross on public land. They stated in their ruling that the Cross “has the primary effect of endorsing religion and excessively entangles the government in religion, and must be removed”.

However they have temporarily suspended their ruling pending a decision by all fourteen Judges serving the 4th Circuit Court to rehear the case. At this time it is not recommended the Town take a position. The Town Attorney had advised Mayor James the case is closed and the Court will not hear any new testimony nor will accepting any additional positions. The only information the courts will hear at this time will involve the briefings already on file with the courts.

WEBSITE ANALYTICS

The data for the first month of the new website shows there were 1,367 visitors to the site. Of the 1,367 visitors, 1,004 were new visitors and 363 were return visitors. Additionally the data shows the most frequently used devices when visiting the site includes iPhones used 39.9% of time and iPads used 14.6% of the time.



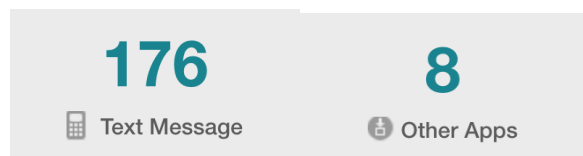
Country (website visits)	City	#of Visits
United States	Washington D.C.	221
	College Park	132
	Hyattsville	64
	Boston	30
	Greenbelt	27
	Bowie	26
	Arlington	26
	Dale City	26
	Norcross	23
	South Laurel	23
	Baltimore	21
	Bladensburg	21

Country (Website visits)	City	#of Visits
South Korea		17
India		11
United Kingdom		6
Philippines		5
China		4

SOCIAL MEDIA DATA

CONSTANT CONACT MAILING

During the month of December, 35 new e-mail addresses were generated in 30 days. New contacts are now being added to the Town Mailing list, on a daily basis. The new contacts this month were added primarily through town events and manually by town staff. Text-to-join our mailing list has added 176 new contacts from October to November and 8 new contacts were added using Join Mailing List Sign Up form located on the new town website, bladensburgmd.gov. Overall, this report shows that the growth of the weekly mailing list has grown by over 89% percent.



- June 2017: **571 Contacts**
- July 2017: **626 Contacts**
- August 2017: **825 Contacts**
- September 2017: **861 Contacts**
- October 2017: **942 Contacts**
- **November 2017: 977 Contacts**

FACEBOOK DATA

Month	Page Likes	Average Active Users	New Likes	Posts	Post Shares
November	284	124	10	13	15
October	274	252	22	20	34
September	252	150	18	12	6
August	234	200	18	18	4
July	219	150	16	20	3
June	200	49	3	3	6
October	0	0	0	0	0

MEETINGS/EVENTS/COMMUNITY INVOLVMENT

The Town Administrator was involved in the following meetings/events/ and community outreach activities:

1. Attended the Parkview Tenant Council meeting.
2. Attended the Emerson House Police/Fire Department Appreciation Lunch.
3. Along with the Town's Marketing Coordinator and the Police Department, participated in the Elizabeth Seton High School Career Day.
4. Attended the Emerson House Thanksgiving Dinner.
5. Met with Mayor James and Councilmember Ficklin to discuss hosting a meeting with our County partners to have a conversation on their role in Economic/Redevelopment and how we can work together to achieve success.